**Appendix 1: Newsletters to volunteers**

**Newsletter 1 (A): sent to existing Snapshots at Sea volunteers**

**Date:**June 8, 2017

**Subject:**New Images on Snapshots at Sea

Hi everyone!

We've got exciting news for all of you Snapshots at Sea-ers out there. Not only have we posted a brand new batch of over 13,000 images, but we've added an alternative workflow design in case you want to change up how you classify!

Now when you visit [Snapshots at Sea](https://www.zooniverse.org/projects/tedcheese/snapshots-at-sea/?utm_source=Newsletter&utm_medium=Email&utm_campaign=SaS8Jun2017&utm_content=SaS), you can choose from the original series of "yes/no" questions **or** you can use a "survey" design to go straight to the final answer.

All of the data contribute to the same final dataset -- all the humpback whale tails will be sent on to [Whales as Individuals](https://www.zooniverse.org/projects/tedcheese/whales-as-individuals) -- but now you get to choose how you interact with the images. So check it out - we're excited to see what you think!

Start helping out again right now at [www.snapshotsatsea.org](https://www.zooniverse.org/projects/tedcheese/snapshots-at-sea/?utm_source=Newsletter&utm_medium=Email&utm_campaign=SaS8Jun2017&utm_content=SaS).

Thanks for your help!

Ted & the Snapshots at Sea Team

**Newsletter 1 (B): sent to Seafloor Explorer volunteers**

**Date:**June 8, 2017

**Subject:**New project!

Hi everyone!

Since Seafloor Explorer is out of data, we thought you might be interested in checking out one of our other ocean-based projects.

We've just added a load of new data to [Snapshots at Sea](https://www.zooniverse.org/projects/tedcheese/snapshots-at-sea/?utm_source=Newsletter&utm_medium=Email&utm_campaign=SaS8Jun2017&utm_content=SaS), which asks for your help in identifying humpback whales from photos taken by tourists. There are two options for classifying the images - a standard "survey" style task where you can pinpoint the type of animal, and a "yes/no " style that runs the images through a series of yes/no questions. All of the data go to the same place, so choose whichever style you like the best!

All of the humpback whale tails get sent on to our other ocean project, Whales as Individuals (<https://www.zooniverse.org/projects/tedcheese/whales-as-individuals>), where you can help prepare the photos for individual recognition software. Humpback whale tails are all individual recognizable, but the machines need a bit of help from you before they can perform at their best.

Thanks for your help, and happy hunting!

## Ali & the Snapshots at Sea Team

## Newsletter 2: Sent to everyone who participated on Snapshots at Sea

**Date:**July 6, 2017

**Subject:** New images on Snapshots at Sea!

## [GET FROM GRANT]

## Newsletter 3: Sent to everyone who participated on Snapshots at Sea

**Date:**July 6, 2017

**Subject:** More to do on Snapshots at Sea!

Hi there.  
  
We still need your help on [Snapshots at Sea](https://www.zooniverse.org/projects/tedcheese/snapshots-at-sea/?utm_source=Newsletter&utm_medium=Email&utm_campaign=sas6jul2017)! You've plowed through all of the images on the Yes/No workflow, but there are still thousands of images still awaiting classifications via the Survey workflow.

Once all the images are finished, we'll be able to compare results from the two different workflows and see if there's any way to make the project even more efficient.

Start helping out again right now at [www.snapshotsatsea.org.](https://www.zooniverse.org/projects/tedcheese/snapshots-at-sea/?utm_source=Newsletter&utm_medium=Email&utm_campaign=sas6jul2017)  
  
Thanks for your help!  
  
Ted & the Snapshots at Sea Team

**Follow-up Survey:** Sent to everyone who participated on Snapshots at Sea

**Date:**July 6, 2017

**Subject:**

**Ali from Snapshots at Sea** <no-reply@zooniverse.org>

Hi everyone,

Thank you all so much for your help classifying images on [Snapshots at Sea](https://www.zooniverse.org/projects/tedcheese/snapshots-at-sea?utm_source=Newsletter&utm_medium=Email&utm_campaign=sas18Jul2017)! The whales you find will get individually identified and help researchers better understand humpback whale movements and population dynamics around the world.

At the [Zooniverse](https://www.zooniverse.org/?utm_source=Newsletter&utm_medium=Email&utm_campaign=sas18Jul2017), we are always trying to improve our projects - in terms of accuracy, efficiency, and engagement. We’re especially interested in evaluating the “yes/no” approach vs. the more common “survey” approach to see how we might apply this "yes/no" approach more broadly across the Zooniverse.

If you have a few minutes, we’d love to hear a bit more about who you are and what you thought about the project. All the information you give us is completely optional, but we really appreciate anything you can tell us that will help us continue to make the Zooniverse better.

So, if you have a few minutes, [please head over to this survey](https://goo.gl/forms/y2VqFvKvE9m5AYjg2) and let us know what you thought!

Ali & the Snapshots at Sea Team